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# LILAC NEWS

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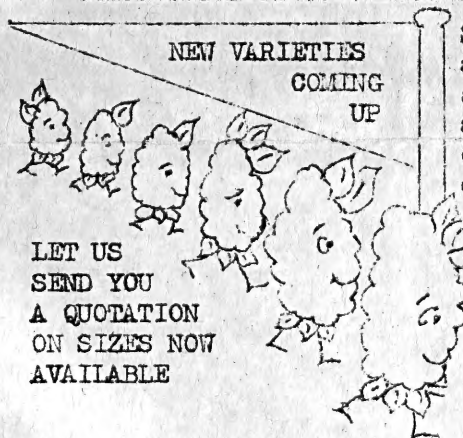


## SPEAKING OF THE WEATHER

If you received your lilac order after November 2, it was probably a D.U.D. (Dug Under Difficulties). On Nov. 2 the temperature in our nursery dropped to 10°; then, just to make things more interesting, we got 12 inches of snow.

When we got back to work a week later, snow was still about 5 inches deep. Underneath, however, the ground wasn't frozen, so digging was possible. With drifts in some places 2 to 3 feet deep neither truck nor wheelbarrows could be used in most of the nursery. Snow had to

be shoveled away from the base of the plants; then they were dug in the usual way and carried by hand, two or three at a time, up to the packing house. It was certainly shipment-in-slow-motion, but by working day and night - but literally - we managed to put out more orders than we had ever thought possible, and we do want to express our deep appreciation to those customers who kindly permitted us to hold over their particular orders until spring.



NEW VARIETIES  
COMING  
UP

LET US  
SEND YOU  
A QUOTATION  
ON SIZES NOW  
AVAILABLE

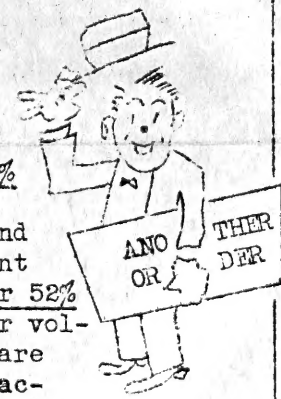
Since we are constantly adding to our stock of better lilac types we have on hand a limited number of plants in

several fine varieties not listed in our catalog, which we are prepared to quote on request. Included are Havemeyer

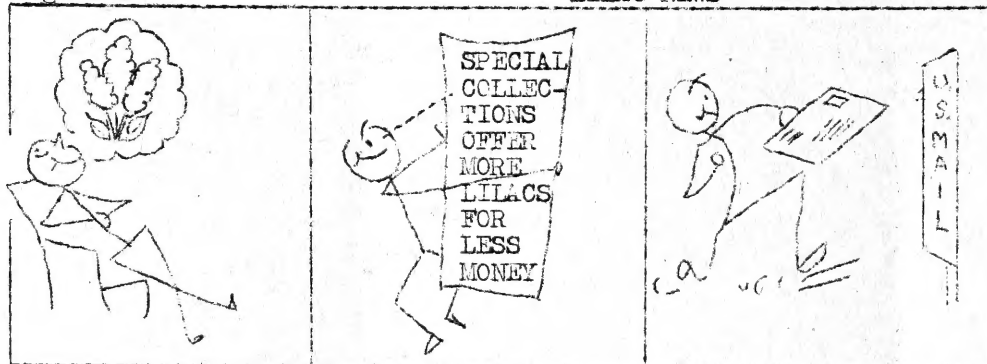
lilacs GLORY (spectacular magenta single; some florets last year measured a full 1½ inches across) and WHITE SWAN (beautiful single white); Skinner's dark red-purple Dilatata Hybrid POCOHONTAS; beautiful pink late blooming hybrid BELLICENT; famous double blue AMI SCHOTT; double lilac-pinks MONTAIGNE, WALDECK-ROUSSEAU and JULES FERRY; double reddish purple PRES. POINCARÉ; dark red-purple singles REAUMUR and RUHM VON HORSTENSTEIN, and that darkest of red-purple doubles, MRS. EDWARD HARDING.

## HERE WE GO AGAIN !

A compilation of orders actually filled last fall shows that over 47% of them were from REPEAT customers, and the orders they sent us represented over 52% of our total dollar volume. Not included are the new customers acquired on old customers' recommendations. There's only ONE explanation: COMPLETE CUSTOMER SATISFACTION!



**SPEAKING OF SPORTS** - It's a rare thing for a bush to "sport" - produce flowers or fruit on one branch different from those on the rest of the branches. Mrs. McKelvey, in her famous book, THE LILAC, tells of a plant of Lucie Baltet in the Baltet Nursery, Troyes, France, reported to bear flowers of three distinct shades of lilac-pink. We know of an old bush of Lucie Baltet that for years has borne on one branch flowers of a distinct lavender cast. A plant of Monge in our collection has sported a branch of exquisite pink blooms; some day we hope to propagate this as a fine new pink.



**SAVE REAL \$\$\$\$ !**

**GET TOP QUALITY STOCK!**

Small Surplus  
in Some Easier-  
to-Grow Types

**OFFERS LAST ONLY  
WHILE SURPLUS  
LASTS!**

**COLLECTION ONE - Three fine 15-24" Plants - Yours for ONLY \$3.99**

One CONGO                      One LUCIE BALTET                      One ALPHONSE LAVALLEE  
(Red-purple Single)      (Lilac-Pink Single)      (Lilac-blue Double)

**COLLECTION TWO - Four sturdy 15-24" Plants - Yours for ONLY \$5.19**

One each of CONGO, LUCIE BALTET and ALPHONSE LAVALLEE  
One additional plant; your choice of: HUGO KOSTER (Amethyst-violet Single)  
VESTALE (White Single) CONDORCET (Mauve-red Double)

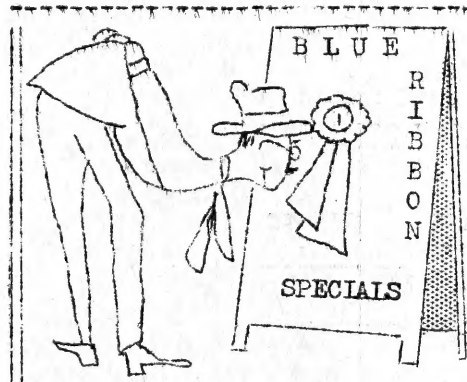
**COLLECTION THREE - Five strong 15-24" Plants - Yours for ONLY \$6.19**

One each of CONGO, LUCIE BALTET and ALPHONSE LAVALLEE  
Two additional plants; your choice of HUGO KOSTER, VESTALE, CONDORCET

**COLLECTION FOUR - Six top quality 15-24" Plants - Yours for ONLY \$6.99**

One each of CONGO, L. BALTET, A. LAVALLEE, H. KOSTER, VESTALE and CONDORCET

**ALL COLLECTIONS ARE MAILABLE**  
See Chart Below for Amount to Enclose to Cover Postage



All Extra Bushy, Extra Symmetrical Plants - For Connoisseurs - For Special Landscape Effects - Carefully Selected and Reserved in the Field. In many cases only ONE or TWO of a kind available, so name a second choice if possible - but remember - we NEVER substitute without your consent!

ALPHONSE LAVALLEE, 3-4'.....\$4.50	CONGO, 3-4'.....\$5.00
BLEUATRE, 3-4'...\$4.50; 4-5'...\$5.50	S.JOSIKAE, 4-5'...\$3.50
CHAS. X, 3-4'...\$4.50; 4-5'...\$5.50	LUTECE, 3-4'.....\$4.00
RENE JARRY DESLOGES, 4-5'...\$5.50	EMILE LEMOINE (Double
VIRGINIA BECKER, 3'.....\$4.50	lavender) 4'.....\$5.00

**PARCEL POST RATES**

Plants 12-18" and 18-24" are mailable. We suggest these amounts to send to cover the charges. Unused postage returned; or you are billed for any small amount due.

**EAST OF MISS. RIVER**

One plant....45¢  
Addtl." ....10¢ea.

**MISS. TO ROCKIES**

One plant....60¢  
Addtl." ....10¢ea.

**WEST COAST**

One plant....90¢  
Addtl.".....15¢ea.

**LENGTHEN YOUR LILAC-BLOOMING SEASON - BUY EARLY & LATE HYBRIDS**